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**ABORIGINAL BUSINESS CANADA**  
ENTREPRISE AUTOCHTONE CANADA

# Trade and Market Expansion

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**EXTERNAL DELIVERY  
ORGANIZATIONS**

A number of Aboriginal  
business organizations  
across the country also  
deliver program services.

For a list of these organiza-  
tions, please call your near-  
est Aboriginal Business  
Canada office.

**MANITOBA**  
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**A** BORIGINAL BUSINESS CANADA provides business services and support to Canadian Aboriginal peoples. This pamphlet describes how we work with you, what we look for and how we can help your business succeed in developing new trade opportunities.

*Mary Aboriginal firms are already experienced at trading outside of their local markets. Aboriginal Business Canada is helping to increase the number of Aboriginal exporters, and assisting companies to expand their sales into regional and broader domestic markets. If you have an established firm and are seeking to expand, the following information describes how we can work with you in such activities.*

#### **WHO IS ELIGIBLE FOR SUPPORT?**

Canadian status and non-status Indians, Inuit and Métis individuals, associations, partnerships or other legal entities, on or off reserve, are eligible. In general, majority Aboriginal ownership is required. Exceptions may be made for joint ventures.

#### **WHAT KIND OF SUPPORT DOES ABORIGINAL BUSINESS CANADA PROVIDE FOR EXPANDING YOUR MARKET?**

Financial support toward the costs of advertising, promotion, business planning, consulting and business advisory services can be made available to your firm if you are seeking to expand locally, regionally, interprovincially or internationally.

Assistance for capital and inventory can also be made available for firms seeking to expand into new provinces/territories or into new international markets.

We can:

- Match you with experts in Industry Canada's International Trade Centres, in the Department of Foreign Affairs and International Trade, and other departments and agencies where you can get market information and intelligence, or support in pursuing specific opportunities.
- Ensure that your firm is registered in federal export promotion databases.
- Provide information products and referrals to other resources to help you become "export-ready." *Strategis* (<http://strategis.ic.gc.ca>), Industry Canada's on-line business information source, is one example of a practical tool that entrepreneurs can use to locate advice and material related to managing their businesses, including market intelligence.
- Offer financial assistance for trade development activities. Through regional offices, or nationally, Aboriginal Business Canada also provides support to Aboriginal individuals and organizations to undertake activities that have broad application — ones that can increase the numbers of Aboriginal firms that sell products and services outside of their traditional market area into wider regional, domestic and export markets. Such activities build business capacity, identify development opportunities and improve the climate for Aboriginal businesses.

#### **WHAT TYPES OF ACTIVITIES MAY BE FUNDED?**

Activities eligible for funding include:

- Travel to trade fairs to exhibit products, or to participate in a trade mission.
- Feasibility studies to assess potential new markets.
- Development of on-line marketing capability.

- Production of catalogues or other marketing materials.
- Expansion of production facilities to secure new markets.

#### **IF I AM ELIGIBLE FOR FINANCIAL SUPPORT, WHAT IS EXPECTED OF ME AS THE CLIENT?**

You need to have a minimum of 15 percent cash equity in the eligible costs of the proposed venture. This may increase depending on your financial capacity to bear more of the costs. You must be actively involved in running the business and the business must demonstrate that it can support an appropriate salary.

#### **WHAT FINANCING CAN ABORIGINAL BUSINESS CANADA OFFER?**

Each proposal is assessed on its own commercial viability and merits, and the decision about our investment takes into account the overall financial package you have assembled. You should discuss this in detail with an Aboriginal Business Canada development officer.

The maximum contribution for Trade and Market Expansion activities is 60 percent of eligible capital and operating costs; in most cases, the contribution will be significantly lower.

Up to 75 percent of the eligible costs of business planning and business support requirements is also available.

#### **IS THERE A MAXIMUM CONTRIBUTION?**

Yes. The maximum contribution to individuals, or privately-owned businesses is \$75 000. Contributions to community-owned businesses may exceed this amount where it can be demonstrated that there are strategic benefits resulting from the project which exceed normal commercial benefits.

*Note: Contributions are tailored to the requirements of the business. You should talk to your development officer to determine the level of support that may be available for your venture.*

#### **DO I HAVE TO REPAY THIS FUNDING?**

In general, no. Contributions under \$75 000 to commercial enterprises are non-repayable.

#### **IF I HAVE A BUSINESS PROPOSAL FOR CONSIDERATION, WHAT IS THE NEXT STEP?**

Call the Aboriginal Business Canada office or External Delivery Organization nearest you and ask to speak to a development officer who will provide further information and discuss your plans with you. If the idea appears to fit our criteria, we will provide you with a "Statement of Intent" form. Submission of this form begins the application process.

#### **ABORIGINAL BUSINESS CANADA OFFICES**

Aboriginal Business Canada  
Industry Canada  
235 Queen Street  
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Phone: (613) 954-4064  
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Fax: (902) 426-1643

#### **How can I obtain more information?**

For additional information, please call any of the offices listed in this pamphlet or contact us through our Web site at <http://abc.gc.ca>

*Note: This material is provided for general information purposes only. Specific details concerning eligibility and program criteria should be discussed with a development officer.*